



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

RQ-2

March 24, 2015

KAARLO HIETALA, TREASURER
SPECIAL OPERATIONS FOR AMERICA
P.O. BOX 3245
SARATOGA SPRINGS, NY 12866

Response Due Date
04/28/2015

IDENTIFICATION NUMBER: C00523241

REFERENCE: 30 DAY POST-GENERAL REPORT (10/16/2014 - 11/24/2014)

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following 2 item(s):

1. Commission Regulations require that a committee discloses the identification of all individuals who contribute in excess of \$200 in a calendar year. (11 CFR § 104.3(a)(4)(i)) Identification for an individual is defined as the full name (initials for first or last name are not acceptable), complete mailing address, occupation, and name of employer. (11 CFR § 100.12) Your report discloses contributions from individuals for which the identification is not complete.

The following employer name and occupation entries appear on your report and are not considered acceptable: "INFORMATION REQUESTED / INFORMATION REQUESTED."

You must provide the missing information, or if you are unable to do so, you must demonstrate that "best efforts" have been used to obtain the information. To establish "best efforts," you must provide the Commission with a detailed description of your procedures for requesting the information. Establishing "best efforts" is a three-fold process.

First, your original solicitation must include a clear and conspicuous request for the contributor information and must inform the contributor of the requirements of federal law for the reporting of such information. (11 CFR § 104.7(b)(1)) See 11 CFR § 104.7(b)(1)(B) for examples of acceptable statements regarding

SPECIAL OPERATIONS FOR AMERICA

Page 2 of 3

the requirements of federal law.

Second, if the information is not provided, you must make one follow-up, stand alone effort to obtain this information, regardless of whether the contribution(s) was solicited or not. This effort must occur no later than 30 days after receipt of the contribution and may be in the form of a written request or an oral request documented in writing. (11 CFR § 104.7(b)(2)) The requests must:

- clearly ask for the missing information, without soliciting a contribution,
- inform the contributor of the requirements of federal law for the reporting of such information, and
- if the request is written, include a pre-addressed post card or return envelope.

Third, if you receive contributor information after the contribution(s) has been reported, you should either a) file with your next regularly scheduled report, an amended memo Schedule A listing all the contributions for which additional information was received; or b) file on or before your next regularly scheduled reporting date, amendments to the report(s) originally disclosing the contribution(s). (11 CFR § 104.7(b)(4))

Please amend your report to provide the missing information or a detailed description of your procedures for requesting the information. For more information on demonstrating "best efforts," please refer to the Campaign Guide.

2. Schedule E of your report indicates that your committee may have failed to file and timely file one or more of the required 24 hour report(s) regarding "last minute" independent expenditures (see attached). A political committee must file a 24 hour report with the Federal Election Commission as specified in 11 CFR §104.4(c), within 24 hours of any independent expenditures of \$1,000 or more with respect to a given election, made between two and twenty days before an election. The report must be received by the Commission by 11:59 p.m. on the day following the date on which independent expenditures that aggregate \$1,000 or more are publicly distributed or disseminated. These expenditures must then be fully itemized on Schedule E, or as memo entries on Schedule E and reflected on Schedule D if distributed or disseminated prior to payment, of the next report required to be filed by the committee. Although the Commission may take further action concerning this matter, your prompt response will be taken into consideration. (11 CFR §104.3(b))

- Schedule B of your report discloses an expenditure(s) for "DIRECT MAIL

SPECIAL OPERATIONS FOR AMERICA

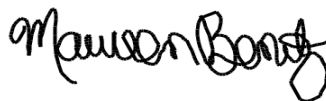
Page 3 of 3

PRINTING & POSTAGE" and "MEDIA PRODUCTION." For your information and consideration when preparing future filings, if a portion or all of these expenditures were for public communications (as defined by 11 CFR §100.26) containing express advocacy as defined under 11 CFR §100.22, this would constitute an independent expenditure and would be disclosed on a Schedule E supporting Line 24. Public communications that refer to a clearly identified Federal candidate, but that do not expressly advocate the election or defeat of that candidate would be reported on Schedule B for Line 21(b) of the Detailed Summary Page.

Please note, you will not receive an additional notice from the Commission on this matter. Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also result in an enforcement action against the committee. Any response submitted by your committee will be placed on the public record and will be considered by the Commission prior to taking enforcement action. **Requests for extensions of time in which to respond will not be considered.**

Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you should have any questions regarding this matter or wish to verify the adequacy of your response, please contact me on our toll-free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division) or my local number (202) 694-1147.

Sincerely,



Maureen Benitz
Sr. Campaign Finance & Reviewing Analyst
Reports Analysis Division

Late 24 Hour Report (Schedule E)
SPECIAL OPERATIONS FOR AMERICA (C00523241)

Name of Payee	Dissemination Date	Amount	Candidate	Election	Report Received
FACEBOOK, INC	11/2/14	\$150.00	MARTHA E MS. MCSALLY	G2014	11/4/14
GOOGLE	11/2/14	\$4.33	MARTHA E MS. MCSALLY	G2014	11/4/14
FACEBOOK, INC	10/29/14	\$150.00	JONI K ERNST	G2014	10/31/14
GOOGLE	10/29/14	\$74.64	JONI K ERNST	G2014	10/31/14
FACEBOOK, INC	11/2/14	\$150.00	JONI K ERNST	G2014	11/4/14
GOOGLE	11/2/14	\$163.86	JONI K ERNST	G2014	11/4/14
FACEBOOK, INC	10/30/14	\$150.00	LEE MICHAEL ZELDIN	G2014	11/1/14
GOOGLE	10/30/14	\$177.35	LEE MICHAEL ZELDIN	G2014	11/1/14
FACEBOOK, INC	11/2/14	\$150.00	LEE MICHAEL ZELDIN	G2014	11/4/14
GOOGLE	11/2/14	\$156.08	LEE MICHAEL ZELDIN	G2014	11/4/14

Missing 24 Hour Report (Schedule E)
SPECIAL OPERATIONS FOR AMERICA (C00523241)

Name of Payee	Dissemination Date	Amount	Candidate	Election
FACEBOOK, INC	10/23/14	\$33.54	MARTHA E MS. MCSALLY	G2014
FACEBOOK, INC	10/25/14	\$150.00	MARTHA E MS. MCSALLY	G2014
FACEBOOK, INC	10/26/14	\$150.00	MARTHA E MS. MCSALLY	G2014
GOOGLE	10/26/14	\$10.85	MARTHA E MS. MCSALLY	G2014
GOOGLE	10/26/14	\$2.39	MARTHA E MS. MCSALLY	G2014
FACEBOOK, INC	10/27/14	\$121.66	MARTHA E MS. MCSALLY	G2014
GOOGLE	10/27/14	\$4.88	MARTHA E MS. MCSALLY	G2014
FACEBOOK, INC	10/29/14	\$150.00	MARTHA E MS. MCSALLY	G2014
GOOGLE	10/29/14	\$8.44	MARTHA E MS. MCSALLY	G2014
FACEBOOK, INC	10/30/14	\$150.00	MARTHA E MS. MCSALLY	G2014
GOOGLE	10/30/14	\$19.26	MARTHA E MS. MCSALLY	G2014
FACEBOOK, INC	10/31/14	\$150.00	MARTHA E MS. MCSALLY	G2014
GOOGLE	10/31/14	\$5.21	MARTHA E MS. MCSALLY	G2014
GOOGLE	11/1/14	\$19.55	MARTHA E MS. MCSALLY	G2014
FACEBOOK, INC	10/24/14	\$33.18	LEE MICHAEL ZELDIN	G2014
GOOGLE	10/24/14	\$4.52	LEE MICHAEL ZELDIN	G2014
FACEBOOK, INC	10/25/14	\$150.00	LEE MICHAEL ZELDIN	G2014
FACEBOOK, INC	10/26/14	\$150.00	LEE MICHAEL ZELDIN	G2014
GOOGLE	10/26/14	\$178.77	LEE MICHAEL ZELDIN	G2014
GOOGLE	10/26/14	\$50.50	LEE MICHAEL ZELDIN	G2014
FACEBOOK, INC	10/27/14	\$121.66	LEE MICHAEL ZELDIN	G2014
GOOGLE	10/27/14	\$38.19	LEE MICHAEL ZELDIN	G2014
GOOGLE	10/28/14	\$175.49	LEE MICHAEL ZELDIN	G2014
FACEBOOK, INC	10/29/14	\$150.00	LEE MICHAEL ZELDIN	G2014

Missing 24 Hour Report (Schedule E)
SPECIAL OPERATIONS FOR AMERICA (C00523241)

GOOGLE	10/29/14	\$64.06	LEE MICHAEL ZELDIN	G2014
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